

### **WTJU Leadership Team – December 8, 2015 minutes**

The Leadership Team began with general discussion of department reports, the General Manager's latest report, and the recent public departure of a volunteer.

The Leadership Team discussed early preparations for the Feb/March pledge drive prep, including:

- Shortening the drive by a day
- Making sure hosts are preparing
- Seeking out matching grants ahead of time

The group adopted a proposal to start the pledge drive on Feb 23 instead of Feb 22. It will still end on March 4.

The Leadership Team brainstormed ideas for a sustainers rewards/engagement program – how to engage monthly donors and keep them attached and loyal to the station, even during pledge drives. No action taken, but some good ideas generated.

The GM asked for increased communication between department directors and volunteers in their respective departments so that we have a better sense of the whole station's needs.